

W A E C



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1390199

Date first licensed 10-26-48

W A E C (12-3-78)
Call letters * W X A P (EFF: 1-3-72)
* W E R D

LOCATION: ATLANTA, GEORGIA

SEARS BROADCASTING OF GEORGIA, INC. (AL 11-8-78 EFF 11-22-78)
* RADIOAD, INC. (AL 1-22-69 F. 2-25-69)

Name of licensee * RADIO ATLANTA, INC.

Fairmont Rd., Fulton County, Near Atlanta, Georgia (Lic. 10-26-48)
Transmitter location * In land lot No. 18¹, 17th district, Georgia. (CP & MP 3-15-48)

1655 Peachtree Road, N.E. Atlanta, Ga. BS- 5-17-76}

**148 Cain Street, N. E., Atlanta, Georgia (BS 1-3-72)

X330 Auburn Avenue, N.E., Atlanta, Georgia (Ltr. 12-27-55)

x274¹/₂ Auburn Ave., N.E., Atlanta, Ga. (CP 9-29-50)

* 23 Broad Street, SW, Atlanta, Georgia (Lic. 19-26-48)

Main studio location * To be determined, Atlanta, Georgia. (CP & MP 3-15-48)

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BP-5653	8-1-47	860	1kw	Daytime	
	Ltr. 11-5-47. CP for a new station granted subject to filing MP for T site and antenna and subject to Roby Robinson divesting himself of his interest in W C ON or severing connections with the permittee.				
BP-5653	3-15-48	860	1kw	Daytime	5-15 11-15-48
BMP-3525	Mod. CP (5653) for approval of antenna and T site (CONDITIONAL CLAUSE)				
BMP-4081	7-30-48	860	1kw	Daytime	5-15 11-15-48
	Mod. CP (5653 as mod) to change type of T. (COND. CLAUSE)				
BL-3344	10-26-48	860	1kw	Day	10-26 11-1-49
	Lic. to cover CP (5653 as mod) for a new station & specify studio site. (Cond. Clause)				
Ltr. 1	7-13-49	granting permission to cease operation for a period of 60 days to permit refinancing of corporation.			
Letter	9-15-49	granting authority to remain silent from 9-13-49 to 10-3-49.			
BTC-316	9-15-49	Vol. transfer of control of licensee corp. thru sale of 100% of common stock			
EFF:	9-30-49				
BS-2134	10-28-49	Extension of license			11-1 3-1-50
BS-2134	2-23-50	Extension of license			3-1 6-1-50
BR-2134	5-31-50	860	1kw	Day	5-31 11-1-52
BP-7841	9-29-50	CP install new T and chg. studio location			11-29 5-29-51
BL-4263	11-8-50	860	1kw	Daytime	11-8 11-1-52
	Lic. cover CP (BP-7841 which auth. installation new T and chg. studio location.				
BR-2134	10-15-52	860kc	1kw	Daytime	11-1 4-1-55
BR-2134	3-23-55	Renewal of license			4-1 4-1-58
TELEGRAM	3-28-58	Action on renewal deferred 3-27-58. Continued operation authorized until final determination on renewal application.			
BR-2134	7-15-59	860	1kw	Day	7-15 4-1-61

Form BC 126 #2
June 1954

BROADCASTING STATION LICENSE RECORD

Date first licensed Call letters W A E C
X W E R D

Station location

Name of licensee See Card #1

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From-- To--
BRC-1335 (1)	8-14-59	Mod. of license to operate transmitter by Remote Control from 330 Auburn Ave., N. E., Atlanta, Georgia.			
	3-29-61	Commission deferred action on renewal pending further consideration.			
BR-2134	11-30-61	860kc	1kw	Day RC	11-30 4-1- -64
Ltr. dated 10-22-63 & rec'd 10-23-63 giving notification per Sect. 3.48(a)(5) Rules that a Gates BC-1G Main trans. is now installed & in oper. Eff: 10-10-63.					
BR-2134	3-13-64	860kc	1kw	Day RC	4-1 4-1-67
BR-2134	3-29-67	Renewal of License Renewal of NDEA			4- 4-1-70 4-1 4-1-70
BAL-6464 EFF.	1-22-69 2-25-69	Vol. AL			
BR-2136(L)	4-1-70	RENEWAL & NDEA			4-1-73
BS-2136(1)	1-3-72	Mod. of lic. to change call letters to W X A P. and chg. studio & remote control location.			
EBSA	5-25-72				
LTR.	5-22-74	Remain silent from 3-13-74 to 6-12-74 (financial losses).			
BS-2134 (2)	5-17-76	ML to chg. SL and RC			
BAL780913EA	11-8-78	VOL. AL	EFF: 11-22-78		
BR-2134 BZ-8883	11-8-78 (L)	860khz., 1kw. DAY (RC) RENEWAL & MODIFICATION			4-1-79
BR-2134 BZ-8883	11-8-78	SUPERSEDING AUTHORIZATION ISSUED TO CORRECT STUDIO & RC LOCATION.			

APPLICATION RECORD - BROADCASTING

Call W E R D
 Letters X New

Name RADIO ATLANTA, INC.

(PO 1425 C & S Building, Atlanta, Georgia)

File No.	Dated	Application for	Action	
			Nature	Date
BP-5653 Rec'd Filed	1-27-47	Construction Permit for a new standard broadcast station to be operated on: Frequency: 680kc 860kc Power: 1kw Hours of operation: Daytime only Trans. location: To be determined-Atlanta, Georgia Studio location: Same (Filed by Robert M. Booth, Jr., Atty.) (Paul A. DeMars, Engr.)	GRANTED subject to filing MP for T site and antenna and to the condition that Roby Robinson divest himself of his interest in W C O N or sever his connection with the permittee. Ltr. 11-5-47	3-1-47
	1-28-47			
	1-28-47			
AMENDED	6-7-47	AMENDED to change frequency <u>from</u> 680kc <u>to</u> 860kc		Issued with MP 3525
Recd.	6-13-47			
Filed	6-13-47			

Transmitter-RCA BTA-1L

APPLICATION RECORD - BROADCASTING

#2

Call
Letters W E R DName RADIO ATLANTA, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BMP-3525 Rec'd Filed	1-5-48 1-7-48 1-7-48	Mod. of C.P. (EP-5653, which authorized a new standard broadcast station) for approval of antenna and transmitter location at In land lot No. 188, 17th district, Fulton County, Georgia. (Filed by William A. Porter, Atty.; Paul A. de Mars, Engr.)	GRANTED the auth. herein is subj. to the condition that Roby Robinson divest himself of his interest in WCON or sever his connection with the permittee.	3-15-48 granted
BMP-4081 Rec'd Filed	7-30-48 7-30-48 7-30-48	Mod. of C.P. (EP-5653, as mod., which authorized a new standard broadcast station) to change type of transmitter (W.E. D96020).	GRANTED subj. to provision that prior to issuance of lic., permittee shall submit results of measurements that prove that the T is capable of meeting performance requirements set forth in Sec. 12 & 14 of the Standards of Good Eng. Practice	7-30-48

DUPLICATE
APPLICATION RECORD - BROADCASTING

Call
Letters W E R D

Name RADIO ATLANTA, INC.

File No.	Dated	Application for	Action	
			Nature	Date
EL-3344 Rec'd Resubmitted Rec'd Filed	7-29-48 7-30-48 8-26-48 8-27-48 8-27-48	License to cover C. P. (EP-5653, as mod.) which authorized a new standard broadcast station and to specify studio location as 23 Broad Street, S. W., Atlanta, Georgia.	Returned Signed by general manager GRANTED re waiver	8-5-48 10-26-48 3.60
BTC-816 Rec'd Filed	8-15-49 8-17-49 8-17-49	Voluntary transfer of control of licensee corporation thru sale of 100% of common stock from John J. Harte, Harvey F. Persons, Jesse Draper, James W. Fitts, Milton E. Ferrell, Edwin F. Livsey, S. Jackson Warner, Harvey Hill and Radio South, Inc. to J. B. Blayton.	GRANTED EFF:	9-15-49 9-30-49
BR-2134 Rec'd Resub.	10-10-49 10-12-49 10-21-49	Renewal of license (For bal. sheet, trans. logs & jurat & par. 1, Sec. 11)	Ret'd Granted	10-17-49 5-31-50

APPLICATION RECORD - BROADCASTING

Call
Letters VERDName RADIO ATLANTA, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BML-1433 Rec'd Filed	7-5-50 7-7-50 7-7-50	Modification of license to change hours of operation from Daytime <u>to</u> Limited Time, with power of 1kw.	DISMISSED ORDER ISSUED	8-23-50
BP-7841 Rec'd Resubmitted Rec'd Filed	9-9-50 9-18-50 9-23-50 9-27-50 9-27-50	Construction permit to install a new transmitter (W.E. 443A-1) and change main studio location from 23 Broad St., S.W., Atlanta, Ga. to 274 $\frac{1}{2}$ Auburn Ave., N.E., Atlanta, Georgia.	RETURNED Improperly verified. GRANTED	9-30-50 9-29-50
EL-4263 Rec'd Resubmitted Rec'd Filed	10-11-50 10-13-50 10-25-50 10-26-50 10-26-50	License to cover construction permit (BP-7841) which authorized installation of a new transmitter and change main studio location.	RETURNED Only 3 copies and Section II-A dated after Section I. GRANTED	10-19-50 11-8-50
BP-8569 Rec'd Filed	7-25-52 7-29-52 7-29-52	Construction permit to increase power from 1kw to 10kw, install a new transmitter (Continental 316) and directional antenna (DA-D). W. J. Holey, Engr.	DENIED After hearing - D-10639 (Decision issued)	1-25-56

APPLICATION RECORD - BROADCASTING

Call
Letters M.E.R.D.

Name RADIO ATLANTA, INC.

File No.	Dated	Application for	Action	
			Nature	Date
BR-2134	7-30-52	Renewal of License	App. Rec'd	9-10-52
Rec'd	7-31-52		Notary seal not affixed	
Resub.	9-22-52		GRANTED	10-15-52
Rec'd & Filed	9-24-52			
BR-2134	12-23-54	Renewal of License Filed by David S. Stevens, Atty.	GRANTED	3-23-55
Rec'd	12-31-54			
Filed	12-31-54			
BR-2134	12-27-57	Renewal of license.	GRANTED	7-15-59
Rec'd & Filed	1-2-58			
BRC-1335	5-7-58	Modification of license to operate transmitter by Remote Control from 330 Auburn Avenue, N.E. Atlanta, Georgia	GRANTED	8-14-59
Rec'd	5-9-58			
Filed	5-9-58			

AUG. 1955

Call
Letters W E R DName RADIO ATLANTA, INC.Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-2134	1-3-61	Renewal of license	GRANTED	11-30-61
Rec'd	1-4-61			
Filed	1-4-61			
BR-2134	1-2-64	Renewal of License		
R & F	1-6-64		GRANTED	3-13-64
BR-2134	1-2-67	Renewal of license.		
R & F	1-5-67		GRANTED	3-29-67
EAL-6464	8-28-68	Voluntary assignment of license to		
R & F	9-3-68	RADIOAD, INC.	GRANTED	1-22-69
FEE PD:\$75	456046		EFF.	2-25-69
SEP 12 1968		Atty - Dow, Lohnes & Albertson		
PUB. NOTICE filed 9-27-68				
AMENDED 12-10-68		Re: Security Agreement.		
REQUEST TO VACATE AND SET ASIDE GRANT - filed 2-24-69 by Atty Saunders (N.Y.)				on behalf of
Supplementary data re above request - filed 3-5-69				/ Charles A. Banks (stockholder)

APPLICATION RECORD - BROADCASTING

AUG. 1955

W A E C

x W X A P

Call

x W E R D

Letters

SEARS BROADCASTING OF GEORGIA, INC.

Name xRADIOAD, INC.
Atlanta, Georgia

File No.	Dated	Application for	Action	
			Nature	Date
BR-2134 R & F #565095 \$75 PN PRESS JAN 21 1970	11-15-69 12-17-69 12-17-69	Renewal of license Atty- B. Dwight Perry (Dow, Lohnes & Albertson) AMENDED 2-5-70 re: business interests Community Coalition comments on approval of policies and procedures adopted by station filed 3-30-70.	GRANTED	4-1-70
BR-2134 R & F P.N. PRESS JAN 1 1975	12-15-72 1-2-73 1-2-73	Renewal of License Atty.: Dominic Monahan AMENDED 4-19-73 re: financial data; ascertainment community needs (over)	GRANTED	11-8-78
BZ-8883 R & F DM PRESS JUL 2 1975	5-29-75 6-3-75 6-17-75	Direct Measurement Atty. B. Dewight Perry (Dow, Lohnes etc.)	GRANTED issued with Renewal.	11-8-78
BAL 780913EA Form 314 PN FILED	OCT 4 1979 10-11-78	Vol AL to SEARS BROADCASTING OF GEORGIA, INC. (over) Atty: J. Dominic Monahan	GRANTED EFF cond	11-8-78 11-22-78

SUPPLEMENTAL APPLICATION filed 12-1-75 as an amendment
to pending renewal. PN 12-1-75 JAN 7 1976

BAL780913EA Amended 10-31-78 re: financial & program-
ming qualifications.

AMENDED 10-31-78 re: financial and programming qual.

Form BC-121
May 1976

APPLICATION RECORD - BROADCASTING

Call
Letters W A E CName SEARS BROADCASTING OF GEORGIA, INC.
ATLANTA, GEORGIA

File No.	Dated	Application for	Action	
			Nature	Date
BR781201D6 PRESS: FEB 28 1979		RENEWAL OF LICENSE Atty: J. Dominic Monahan	<i>also grant</i> <i>BZ-791205AC</i> <i>Yu</i>	<i>3-20-81</i>
BZ-791205AC R & F DM PRESS JAN 23 1980	12-5-79 12-13-79	Direct Measurement Atty: J. Dominic Monahan(Dow, Lohnes & Albertson)	ISSUED	

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file. History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form – 3" by 5" filing cards – for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). The History Cards were transferred to microfiche by a contractor (only one set is known to exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above. Generally, they have been left as negatives as those are often easier to read.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

